

THIS IS THE EDSEL

never before a car like it



newest expression of fine engineering from Ford Motor Company

THE ONE CAR THAT CAN LOOK YOU IN THE EYE AND SAY YOU NEVER HAD IT LIKE THIS BEFORE

This is the Edsel and there has never been a car like it. Originality is clearly written in the elegance of its every line—from its bold vertical grille to the sweep of its low, wide flight deck. You sense this originality, too, in Edsel's effortless performance. And you command a new kind of automotive power—effortless, quiet, unsurpassed for flexibility and responsiveness.

The Edsel is the result of eleven years of planning and testing. Indeed, no new car has ever come to you with such a proved background—for example,

more than 1,250,000 over-the-road test miles alone.

Concentrated in the Edsel is more than a half century of manufacturing experience and engineering skill of Ford Motor Company. But to really know how completely its designers have spurned the commonplace, you must drive it.

And when you do, you will know why Ford Motor Company has proudly named it after Edsel Ford, the son of its founder. In all its fresh new beauty and all its advanced engineering, *this is the Edsel!*

4 SERIES—18 MODELS—INCLUDING 5 STATION WAGONS

The Edsel is priced from just above the lowest to just below the highest



You can choose from any of the 18 Edsel models and be sure of styling that is clean, crisp and distinctive—from the bold vertical grille and the long hood to the sweep of Edsel's wide, low flight deck. Any one of the Edsel's outstanding advances—the exclusive Edsel engines or "one and only" Teletouch Drive—would make it one of America's most capable cars. And the sum-total of dozens of others make it the most convenient, most comfortable car you have ever driven.

With all its great advances you may well ask, how much does the Edsel cost? While the Edsel looks expensive, it actually isn't. In any one of its four series—Citation, Corsair, Pacer or Ranger—or among the station wagons—there's an Edsel for you.



EDSEL CITATION

The Edsel Citation Convertible



The Edsel Citation 4-Door Hardtop



The Edsel Citation 2-Door Hardtop

EDSEL CORSAIR



The Edsel Corsair 2-Door Hardtop



The Edsel Corsair 4-Door Hardtop

EDSEL RANGER



The Edsel Ranger 2-Door Sedan



The Edsel Ranger 4-Door Sedan



The Edsel Ranger 2-Door Hardtop



The Edsel Ranger 4-Door Hardtop

EDSEL PACER



The Edsel Pacer 2-Door Hardtop



The Edsel Pacer 4-Door Hardtop



The Edsel Pacer Convertible



The Edsel Pacer 4-Door Sedan

EDSEL STATION WAGONS



The Edsel 4-Door 9-Passenger Bermuda



The Edsel 4-Door 9-Passenger Villager



The Edsel 4-Door 6-Passenger Bermuda



The Edsel 4-Door 6-Passenger Villager

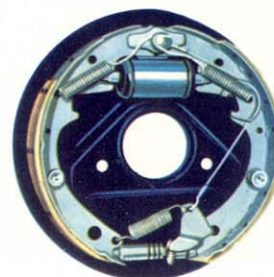


The Edsel 2-Door 6-Passenger Roundup

EDSEL TELETOUCH DRIVE

You can shift without taking a hand from the wheel

You can drive the Edsel—park it—reverse it—rock it—without lifting a hand from the wheel. Only the Edsel's exclusive Teletouch Drive buttons are correctly placed in the center of the steering wheel. And all shifting, even into "Park", is effortless because the Edsel actually shifts itself. Pushing a Teletouch button is easier than pressing a light switch. An electric motor selects the range and engages the transmission. You simply touch—and go.



EDSEL SELF-ADJUSTING BRAKES

Imagine an automobile brake that keeps itself adjusted. Edsel's hydraulic, internal expanding, self-energizing brakes adjust themselves automatically to compensate for lining wear. Every time you drive your Edsel in reverse—backing out of the drive or into parking spaces—and touch the brake pedal, an ingenious spring operates the brake-adjusting ratchet if any adjustment is needed. As a result, you get maximum braking efficiency.

newest V-8's in the industry



EXCLUSIVE EDSEL ENGINES

Edsel offers two specially designed V-8's: the E-475 delivering 475 pound-feet of torque (thrusting power) and 345 horsepower in Citation and Corsair models, and the E-400 delivering 400 pound-feet of torque and 303 horsepower in Pacer and Ranger Series and all station wagon models. Each of these engines features wedge-shaped combustion chambers with peak 10.5 to 1 compression ratios for top performance. You get advanced developments in cooling and carburetion. You also get new control over gas-consuming warm-ups, and better economy under all conditions.

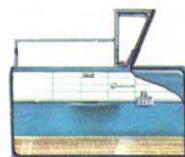
NEVER BEFORE SO MUCH THAT'S NEW



CONTROL CENTER INSTRUMENT PANEL—Following aircraft practice, the Edsel instrument panel places instruments, controls, and operating warning lights in three parallel horizontal rows with every unit clearly visible—right within finger-tip reach. It provides for integral mounting of optional accessories as well.



DIAL-TEMP AIR SYSTEM*—One dial tunes in both temperature and ventilation and also accommodates optional air conditioning and/or heating.



NEW INSIDE LOCKS—Corsair and Citation Series are equipped with sliding lock. On other models, safety lock is located in handy forward position.

OIL PRESS GENERATOR BRAKE FUEL LEVEL

OIL LEVEL ENG COLD ENG HOT

VISUAL WARNING LIGHTS (Left to right above)—Indicator lights report oil pressure, generator charging, parking brake "on", *fuel tank near empty, *oil supply one quart low, **Engine cold, "engine hot". Nothing like it on the road!



ENGINE TACHOMETER*—Panel-mounted instrument tells engine operating speed in R.P.M.'s.



SPEED WARNING LIGHT SPEEDOMETER*—You simply set the optional warning dial to a safe cruising speed. When you exceed it, speedometer illuminates in red.



PANEL-MOUNTED COMPASS*—With this accessory you know directions wherever you are.



NEW SAFETY LATCHES—Door and frame are latched together to resist opening in case of impact.



NEW ROOMINESS AND COMFORT—Built-in footrests are stamped deeply into the Edsel rear compartment floor to add legroom and increase comfort.



CONTROL-CENTER SPLIT SEAT—This new arrangement emphasizes the care designers and stylists have taken to provide both driver ease and passenger comfort; makes entrance to the rear seat in two-door bodies far more easy.



CONTOUR FRONT SEAT—The top portion of the seat back in Citation, Corsair, Pacer and Bermuda models is canted forward to give luxurious shoulder support to both driver and passengers.



SAFETY STEERING WHEEL—Inverted center is designed to distribute stress under impact.



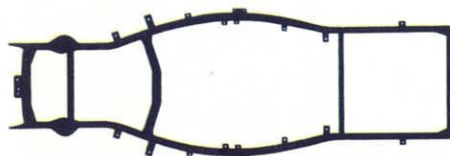
MARK OF ELEGANCE—Edsel's mobile elegance is highlighted by the bold vertical accent of its grille. Dual headlights emphasize the long and sweeping lines of the Edsel's hood.



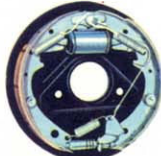
DISTINCTIVE—Edsel's hand-some hood emblem is the letter "E" elegantly inscribed in a concentric-ringed inner disc.



WIDE AND SWEEPING—Edsel's low, wide flight deck is a masterful example of sculpture in metal, contrast in color. Its contour is further emphasized by the unique taillight assemblies.



"GUARD RAIL" FRAME—Flared frame side rail members provide a protective base around the body for safety. They also permit a depressed floor for extra inside headroom.



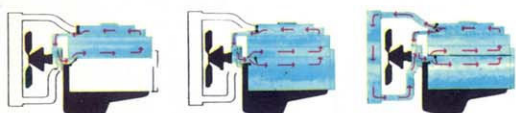
SELF-ADJUSTING BRAKES—Put your Edsel into reverse and touch the brakes; they adjust automatically when needed.



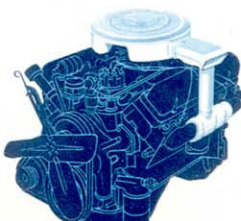
REAR DECK OPENER*—Lets you open trunk—right from driver's seat.



INSIDE LOCKING HOOD—Hinged at the front, Edsel's hood can only be unlocked by driver from inside the car.



THREE-STAGE COOLING SYSTEM—Citation and Corsair models have a special three-stage cooling system to provide fast, even warm-up for peak cold-weather performance. Gives maximum economy and extends engine life.



TEMPERED AIR INDUCTION SYSTEM—On Citation and Corsair models in cold weather, fuel-air mixture is exhaust-heated for a quicker warm-up.



WATER-WARMED INTAKE MANIFOLD—For faster peak performance after starting, Citation and Corsair engines feature a water jacket in the intake manifold that stabilizes fuel-air mixture for maximum performance and greater economy.

The specifications contained herein were in effect at the time this folder was approved for printing. Edsel Division of Ford Motor Company reserves right to discontinue models at any time, or change specifications or design,

without notice and without incurring obligation. Some of the items illustrated or referred to are optional at extra cost. For the price of the Edsel with the equipment you desire, see your Edsel dealer.

*Optional at extra cost